Magazine: TEMAS
Issue: 6/30/83

Total Pages: 64

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS+M # 101 pg:5-7	24		3PG U	OPP:"FESTIVAL DE GASTRONOMIA EN LA NOVENA AVENIDA"
		SALEM+L # 101 pg:32-33	CS	
MARLBORO # 101 pg:BC	30			

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = $0

2040703111

Source: https://www.industrydocuments.ucsf.edu/docs/fpwm0004

Source: https://www.industrydocuments.ucsf.edu/docs/fpwm0004

Magazine: TEMAS
Issue: 7/30/83

Total Pages: 64

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
B&H UL # 101 pg:2C	8			OPP: TABLE OF CONTENTS, MASTHEAD & ARTICLE:
		WINSTON # 102 pg:11		
FLAYERS 100+M # 104 pg:32-33	20		CS	
		SALEM+L # 104 pg:BC		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = $0

2040703112

Magazine: TEMAS
Issue: 8/30/83 Total Pages: 64

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS 100+M # 101 pg:2C	6			OPP: "TABLE OF CONTENTS", "MASTHEAD" & ARTICLE.
MARLBORO+100 # 102 pg:9	6			OPP: ARTICLE.
		SALEM+100 # 107 pg:32-33	CS	
B&H L+ML # 101 pg:BC	30			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = $0

2040703113

Source: https://www.industrydocuments.ucsf.edu/docs/fpwm0004

Magazine: TEMAS
Issue: 9/30/83 Total Pages: 64

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO # 104 pg:2C	6			OPP: "TABLE OF CONTENTS", "MASTHEAD" & ARTICLE.
		WINSTON # 102 pg:9		
PLAYERS 100+85M # 105 pg:15	6			OPP: ARTICLE.

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = $0

2040703114

Source: https://www.industrydocuments.ucsf.edu/docs/fpwm0004

Magazine: TEMAS
Issue: 10/00/83 Total Pages: 64

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		SALEM+L # 109 pg:5		
PLAYERS 100+85M # 107 pg:BC	58			

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = $0

2040703115

Source: https://www.industrydocuments.ucsf.edu/docs/fpwm0004

Magazine: TEMAS
Issue: 11/30/83 Total Pages: 64

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON # 102 pg:9		
MARLBORO # 110 pg:BC	54			

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = $0

2040703118

Source: https://www.industrydocuments.ucsf.edu/docs/fpwm0004

Magazine: TEMAS
Issue: 12/30/83 Total Pages: 64

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
B&H L+ML # 102 pg:2C	26			OPP: "TABLE OF CONTENTS" & "MASTHEAD".
		SALEM+100 # 110 pg:29		

TOTAL CIGARETTE ADS = 2 - TOTAL ADVERTISING = $0

2040703117

Source: https://www.industrydocuments.ucsf.edu/docs/fpwm0004